

Comprehensive Low Income Assistance Programs

June 26, 2012



Seattle City Light

Today's Discussion

- Overview of Program Goal and Strategy
- Review of Current Program Offerings
- Proposed Implementation Plan

Program Goal

Assist low income customers in managing their energy bill effectively by connecting them to programs that will:

- Reduce consumption
- Offer financial incentives/assistance

Current Program Offerings

Conservation

- Home Energy Audits
- Appliance Rebates
- Ductless Heat Pump Rebates
- Powerful Neighborhoods Program (CFL's, showerheads and aerators) – MF emphasis
- Community Power Works (OSE) - Weatherization
- Low Income Weatherization (Office of Housing)

Low Income Assistance

- Rate Assistance
- Emergency Low Income Assistance
- Project Share
- LIHEAP

Program Strategies

- Develop dedicated Customer Care team solely focused on Low Income customers
- Connect customers with appropriate programs
- Leverage partnerships with other City Departments and Agencies
 - Office of Housing
 - Office of Environment and Sustainability
 - Human Services Department
 - Seattle Public Utilities
 - Department of Neighborhoods
 - Housing Consortium, Housing Authorities
- Proactive outreach efforts for energy billing assistance and conservation programs targeting customers with high consumption and potential low income profile
- Improved communication with:
 - Low income assistance organizations
 - Low income housing developers and landlords
 - Community groups

Proposed Implementation Plan

By August 2012 SCL will:

- Establish a small team from existing resources
- Develop business processes
- Solidify partnerships
- Develop communication materials
- Identify potential participants
- Establish Metrics

In 4th Quarter 2012 SCL will begin Pilot

In 2013 SCL will fully rollout program that will:

- Increase new customer sign-ups
 - In 2013: 50% more new sign-ups than in 2011 (5,215)
 - In 2014: 100% more new sign-ups than in 2011 (6,954)
- Reduce consumption of high energy users by 15-20%